

Arkansas on iTunes U

Content Provider Information

August 2010



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About Arkansas on iTunes U

Arkansas on iTunes U is the latest initiative in Arkansas designed to extend learning beyond the classroom. We are one of the many universities, state agencies, and not-for-profit cultural institutions to distribute educational media to the world for free through iTunes U. With iTunes U, interested users can “learn on the go” by downloading audio and video content onto a mobile device or any computer.

Our mission is to promote the distribution of educational media for students, educators, and the public; foster the innovation of students and educators; and nurture a rich learning community that lives beyond the walls of one classroom.

When students download and play tracks related to courses they are studying, iTunes U works with the classroom teacher to maximize instructional impact. Teachers can use video and audio tracks in iTunes U for engagement – allowing students to engage with a topic, activate background knowledge, and come to class motivated to learn. They can use these tracks for re-teaching – helping students to reinforce a key concept and clarify misconceptions so that they can have that “aha” moment and move forward in their learning. Students can also select and use tracks strategically to explore connections and applications that enrich their learning. iTunes U, a universal platform that provides access to a wealth of educational content, makes it easy for users to take control of their own learning.

Help us build a library of content for students, educators, and the public by becoming a content provider.

For more information, contact Shelley Dirst @ 870-429-9136 or shelley.dirst@arkansas.gov.

Guidelines for iTunes U Content:

Original Content and Permissions

All content must be original, and copyright guidelines must be followed. Creators must own or obtain the rights to everything within the productions (music, voices, etc.). Creators who offer someone else's copyrighted content available for download could be liable for copyright infringement. (Please note that Arkansas on iTunes U will not post commercially produced content.) Providers retain ownership of their tracks. We can certainly post tracks that are posted on other websites. Remember, all who appear in audio and video tracks must sign permissions / release forms. Providers will sign the Arkansas on iTunes U Statement of Assurance to verify their adherence to these guidelines.

Criteria for Acceptable Tracks

- Focus: You strive to address an essential question and focus on a very specific topic that can be effectively conveyed within a 3 to 12 minute track.
 - Relevance: Your topic is of curricular importance and has significant educational value for students or educators across Arkansas and beyond.
 - Originality: Your track adds something new to what already exists on iTunes U. You have adhered to all copyright guidelines.
 - Innovative Approach: You create effective, engaging tracks that make use of the podcasting media.
 - Professionalism: Your track has been carefully planned, recorded, and edited. Audio and video quality is consistent and clear.
-

Track Creation Options

- Audio Tracks: These are high utility tracks because they require only the user's ears and can be played while doing other activities. If a topic is being discussed that does not require visuals, an audio podcast format is all you need.
- Enhanced Podcast/ Screencast: An enhanced podcast is an audio track that can display images simultaneously with audio. A screencast is a digital recording of computer screen output, also known as a video screen capture, containing audio narration. This is often used for tutorials.
- Video Podcasts: These tracks may include a variety of media.

Note: You may also upload associated PDF files.

Resource

Resource Title: _____

Creator: _____

Targeted Content

	Strong	Adequate	Weak
Focus (track answers an essential question)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relevance (targets content standards /educational value)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Originality (new to iTunes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Production

Concept: Innovative approach to presentation of material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Production elements used effectively (music, sound effects, narration, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical production (clear and consistent audio and video)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sources and Citations

Adheres to copyright guidelines.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Notes:

This rubric may be used to evaluate your content prior to submission to Arkansas on iTunes U.



ARKANSAS DEPARTMENT OF EDUCATION

Arkansas on iTunes U: Policy Statement

- ◆ Content Providers will be defined as federal, state, or local government agencies and their affiliates, including regional educational service cooperatives and school districts, as well as not-for-profit educational and cultural institutions.
- ◆ Content Providers will post materials for the education audience, such as content for student/teacher use in instructional activities, content for professional development for teachers or school administrators, or other resources designed to inform the public about educational issues.
- ◆ All posted content must be available at no cost and make use of and follow copyright guidelines. (See http://images.apple.com/support/itunes_u/docs/iTunes_U_Copyright_Overview.pdf)
- ◆ No advertising or for-profit promotion is allowed. Non-profit productions may identify underwriters.
- ◆ All materials provided should be properly cited.
- ◆ Each organization will be responsible for establishing an internal vetting process for content that is made available to Arkansas on iTunes U.
- ◆ Content Providers are encouraged to expand and refresh their digital media assets and/or learning objects on a regular basis.
- ◆ Content Providers are required to abide by this Arkansas on iTunes U contract and will provide the iTunes U Coordinator with a signed copy of the Statement of Assurance.
- ◆ The authentication key allowing the Content Provider to upload content to the Arkansas on iTunes U podcast upload site will be sent to the email address of the authorized representative of the Content Provider upon receipt of the signed Statement of Assurance.
- ◆ Content Provider representatives who sign the Statement of Assurance must notify administrative officials of their organization and keep a copy of this Policy Statement and the Statement of Assurance on file in their administrative offices.
- ◆ Signed Statement of Assurance should be mailed to Shelley Dirst, O.U.R. Educational Cooperative, P.O. Box 610, Valley Springs, AR 72682.



ARKANSAS DEPARTMENT OF EDUCATION

Arkansas on iTunes U: Statement of Assurance

By my signature on this statement, I hereby certify compliance with the following paragraphs:

As a representative of the content provider, I hereby agree and consent to allow Arkansas on iTunes U, a section of the iTunes Store, to make digital content available via Apple's iTunes software to members of the general public solely for non-profit educational uses. I affirm that all parties whose voices, images, and work are included in this digital content have consented to the use and distribution of this content to the public on the iTunes Store, ADE website, and the Arkansas IDEAS portal. I affirm that the submitted content does not infringe on any copyright, patent, trademark, or other proprietary rights, and that I will hold harmless Arkansas on iTunes U and any of its associates, employees, or agents in the event of any administrative, ethical, or legal claims for actual or alleged infringements of any patent, trademark, or copyright.

Content Providers shall, to the extent permissible by law, be responsible and liable for, defend and hold harmless the Arkansas Department of Education, its attorneys, agents and employees, from and against any and all claims, suits, debts, damages, and causes of action whatsoever (including but not limited to those initiated pursuant to the Arkansas Department of Education's iTunes U agreement with Apple, Inc.), whether arising in law or in equity, arising out of or relating to the failure of the Content Provider, or any of its attorneys, agents, or employees to perform under the Arkansas on iTunes U user agreement between the Arkansas Department of Education and Content Provider, however that agreement is titled. The defense provided herein shall include reasonable attorney fees and costs incurred by the Arkansas Department of Education, its attorneys, agents and employees, in the defense of any such claim, suits or causes of action, as aforesaid.

Content Provider

Signature of Content Provider

Date

Organization or Institution

Organization's Authorized Agent

Signature of Authorized Agent

Date



ARKANSAS DEPARTMENT OF EDUCATION

Student Permission Statement

I do hereby authorize the Arkansas Department of Education, and those acting under its authority to

- a. Record video and audio and other media of my participation, performance, appearance, statements, and/or creative and scholarly work.
- b. Use my first name, likeness, voice, and school or organizational affiliation in connection with these recordings. Minors under age 18 will be identified by first name and school/county only. Personal identifying information (e.g., last name) will not be released.
- c. Exhibit or distribute such recording in whole or in part without restrictions or limitation for any not-for-profit educational purpose that the Arkansas Department of Education and those acting under its authority deem appropriate, including distribution to the general public through iTunes U, a section of the iTunes Store.
- d. Further, I give my permission for my audio and video projects to be used for non-profit, educational productions.

Student Name: _____

Signature: _____

Date: _____

Please complete following section if the student is a Minor:

I represent that I am a parent or guardian of the Minor and hereby agree that we both agree to the above:

Signature of Parent or Guardian

Printed Name of Parent or Guardian

Date_____



ARKANSAS DEPARTMENT OF EDUCATION

Adult Permission Statement

I do hereby authorize the Arkansas Department of Education, and those acting under its authority to

- a. Record video and audio and other media of my participation, performance, appearance, statements, and/or creative and scholarly work.
- b. Use my name, likeness, voice, and school or organizational affiliation in connection with these recordings.
- c. Exhibit or distribute such recording in whole or in part without restrictions or limitation for any not-for-profit educational purpose that the Arkansas Department of Education and those acting under its authority deem appropriate, including distribution to Arkansas teachers through the IDEAS Portal and to the general public through Arkansas on iTunes U, a section of the iTunes Store.

Name: _____

Signature: _____

Date: _____

NOTE TO PROVIDERS: The student permission and adult permission forms are provided here for reference. You may opt to use your own forms; however, the forms should address the inclusion of content on the public iTunes U platform.

Guidelines for Uploading Tracks to Arkansas on iTunes U

Arkansas on iTunes U Upload Tool: <http://adepodcast.arkansas.gov/podcast>

Once you have a signed Statement of Assurance on file, you will be given the login and password in order to upload your tracks for review and approval. Size limit is 150MB per track.

Formatting Information

Apple, Inc. recommends using the following formats for your iTunes U audio and video content. For additional info from Apple, see links at http://www.apple.com/support/itunes_u/

- Audio files (AAC, MP3) with appropriate file extensions (.m4a, .mp3). For best results during playback, Apple recommends converting MP3 files greater than 32 megabytes (MB) to AAC format.
- Video files should be .mov files. H.264 compression provides video quality from the smallest amount of video data. This means you see crisp, clear video in much smaller files.
- If you are using QuickTime to create and edit video content, Apple recommends that you export your videos by choosing “Movie to iPod” from the Export pop-up menu in QuickTime Pro. For more information, see <http://www.apple.com/quicktime/>

Be prepared to enter the following metadata as you upload your tracks:

Metadata	Tips	Sample
Course	Title of the album in which you think your tracks should be housed. This may be an existing album or a new one. For student content, enter the content area.	Spanish Vocabulary
Track Title	This is the most important identifier. Make it descriptive of the content.	Making a Fruit Salad
Presenter	Presenter or instructor or creator who will be listed as the artist. May be more than one name.	Kristen Turner
Institution	Organization that the presenter represents.	ADE Distance Learning Center
Grade Level	List target grade levels, separated by commas. Leave this blank if it does not apply.	
Created	Year created.	2009
Track Description	Give a brief description of the track to provide any additional information. For student content, use keywords to indicate content standards addressed. (The field has a 255 character limit.)	Sra. Turner teaches the names of fruits and vegetables as she demonstrates what she would include in a fruit salad.

Note: Your metadata can be edited by the iTunes U administrator after approval, if necessary